Memphis Press-Scimitar

MEMPHIS, TENN., FRIDAY, NOVEMBER 7, 1930.

MADE SUCCESS OF 'RUN DOWN' DRUG BUSINESS

Woman Pharmacist Prefers Store to Home Life

SEES FAILINGS OF SEX

'Too Sentimental, and Often Lack Courage'

Eleanor Medill Patterson, new editor of the Washington Herald, recently centered attention of the world on the success woman has attained in business and the professions. Memphis has her own "feminine bosses," one of whom is told about in the story below. Similar stories will follow.

"How is your wife?"

"Did that medicine cure your baby's cough?"

It's thoughtful, kind questions like these, as well as her ability to fill prescriptions, that enables Mrs. Frances Levine Freedman to make a success of her drug business at 1083 Thomas.

Back in 1916 Frances Levine graduated with highest honors from a Brooklyn, N. Y., school of pharmacy, having competed with 185 men and five girl students.

Her next step [illegible] civil service examination, and receive the highest average of anyone taking the tests. Gaining in confidence, she put in her application for a position at Bellevue Hospital in New York.

Took Man's Job

"They assumed I was a man because my name was Frances," recalls Mrs. Freedman, "and I was called in to take the job. When I reported they found out I was a girl. They let me keep the job with the understanding I would have to quit if I wasn't as efficient as the men pharmacists. At that time I don't think anyone in the hospital, except myself, thought I would stay."

But this pioneer-girl, who was the first woman pharmacist in Bellevue Hospital, soon won the praise of her superiors and co-workers. Several years later she quit her position to marry, and move to Memphis.

"After keeping house for a year and half I grew tired of it," she says. "In the home there is such a narrow scope for a woman to express herself. In the business world there are no limits."

Rehabilitates Store

So, somewhat as a means of occupying her spare time, Mrs. Freedman took charge of what was then a little run-down drug store at Thomas and Maple. Her daughter was nearly one year old.

"The man who owned it said I could take it over and see if I could make a go of it," explained the owner. "In a short time the store was on a paying basis. Now I wouldn't sell for any price, in fact I think the rest of my life will be spent in business."

Mrs. Freedman's husband has been dead for a year, and she supports herself and daughter with that hobby of nine years ago. Lightly she passes over the fact she spends from 7 a.m. until 10 p.m. seven days a week in her store.

Loves Life In Store

"I just love my store," she hastens to explain. "Having the neighbors run in for a bottle of medicine, or a package of gum, is like having them visiting. There is nothing I like better than a good, lively political discussion with some of my customers.

"Woman's biggest asset in the business world is an understanding of human nature," she says.

Rather relectantly Mrs. Freedman gave her ideas about the modern business woman's faults.

"My sex is inclined to underestimate themselves, and we sometimes do not have enough courage for the bigger things," she says. "We are too sentimental, and allow our feelings to be hurt too easily."